

USA, Britain, Japan, France, Portugal, Germany, Italy

THE CATT CONCEPT

The New Industrial Darwinism

IVOR CATT



G. P. Putnam's Sons
New York

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The laws governing behavioral response to the New Reality (later dubbed the Catt Concept) were first published in the London magazine *New Society*.

CATT

HOW TO HANG ONTO YOUR JOB WHILE EVERYONE ELSE IS LOSING HIS



THE CATT CONCEPT

THE CATT CONCEPT

**THE NEW
INDUSTRIAL DARWINISM
by IVOR CATT**

PUTNAM



IVOR CATT was born in Plymouth, England, where his father was then stationed in the RAF. As transfer followed transfer, young Ivor moved accordingly, prompting him to observe that throughout his life he has never been anywhere more than three and a half years. When his father was captured by the Japanese in Java, he and his mother and sister escaped on one of the last four boats to leave Singapore in 1942.

After graduating from Cambridge, Catt went to work in computer hardware design in Manchester, England. In 1962 he and his family emigrated to the United States, and so began the lurid adventures described in this book. With successive hirings and firings the Catts bought and sold homes in Baldwin Hills, Los Angeles; Phoenix, Arizona; and Westport, Connecticut. Finally they returned to England, where they now live quietly in an old house in a village near St. Albans.

\$5.95

THE CATT CONCEPT

THE NEW INDUSTRIAL DARWINISM

by **IVOR CATT**

How do you hang on to your job while everyone around you is losing his? Here is a witty, literate, and realistic survival manual for the unpredictable world of hire-and-fire.

Britisher Ivor Catt was lured to America by a promising job in the aerospace industry. Six years and a number of jobs later, he realized that to stay alive (employed) in our rapidly shifting economy requires a working knowledge of the New Reality of American industry—in which the most dispensable item is manpower. His experiences led to the evolution of the Catt Concept, in which he explains such appropriately devious ploys as:

THE INCOMPLETION GAMBIT: The most secure project is the unsuccessful one, because it lasts the longest;

SECRETIVENESS: An employee is less likely to be laid off if no one

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knows what he does and how he does it;

THE SEMI BLACKMAIL: The only real route to security is if your boss knows you can damage him if he tries to get you fired.

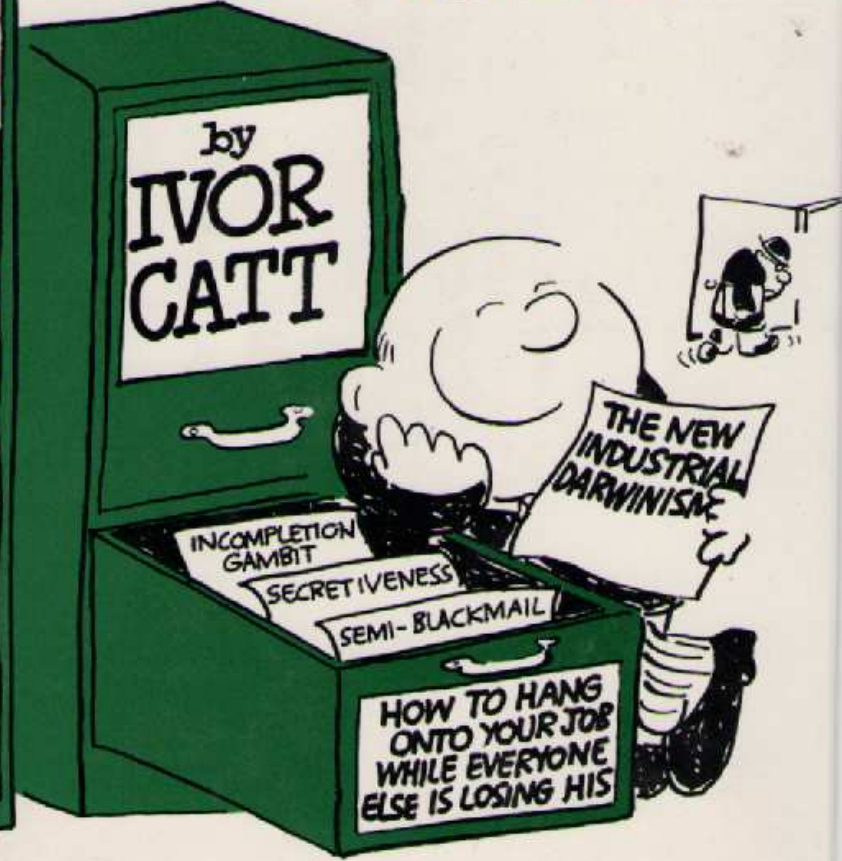
THE CATT CONCEPT is an iconoclastic, articulate, and totally pragmatic rescue kit that will be welcomed by anyone unfortunate enough to have to work for a living.

Jacket design by JAV J. SMITH

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THE CATT CONCEPT.

THE CATT CONCEPT. IVOR CATT.



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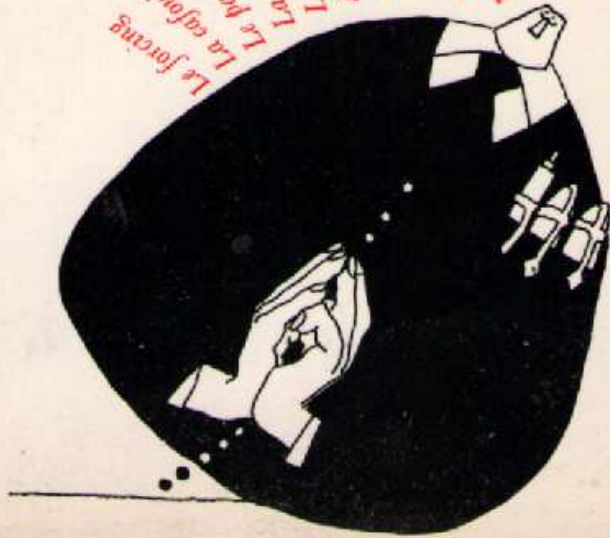
Ivor Catt

Le principe de

CATT

Comment
conserver son job

Le forcage
La cafouille
Le pari stupide
La tactique des échanges
Le pseudo-sacrifice
Le jeu des agneaux
Le sollicitimo
Le clouage
Le saut du cavalier
Le licenciement permanent



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como manter o seu emprego enquanto outros



o perdem



O CONCEITO DE CATT

**O NOVO
DARWINISMO INDUSTRIAL**
por **IVOR CATT**

Ivor Catt

Le principe de

CATT

Comment
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Le licenciement permanent



Stock

Ivor Catt **Das Catt Konzept**

ECON

Ivor Catt

Das



Konzept

Der heiße Stuhl
der Manager

Von der Kunst,
im Kampf ums Überleben
den Schwarzen Peter
abzugeben.

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Catt

Il concetto di Catt

IL CONCETTO DI CATT

L'impiegato di cui nessuno conosce le mansioni
ha meno probabilità di essere licenziato...



Garzanti